



dedicated to finding a cure

Auxiliary Partner Guidelines 2011-2012

Juvenile Diabetes Research Foundation
Illinois Chapter
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Introduction

Thank you for considering the Juvenile Diabetes Research Foundation (JDRF) Illinois Chapter as a beneficiary of your fundraising activities. We appreciate your efforts and look forward to working with you as a partner in raising funds to cure diabetes.

JDRF defines an **Auxiliary Event** as an event or promotion sponsored by an individual, organization or business which will fiscally benefit our organization. Unlike a JDRF signature event, such as our annual Ron Santo Walk to Cure Diabetes or Chance of a Lifetime Gala, the sponsoring organization or individual undertakes most, if not all, of the work and is responsible for covering all of the related overhead costs.

This packet contains the following information:

- An overview of JDRF including a brief history, its purpose and an overall summary of how funds are raised and spent on diabetes research.
- A copy of the JDRF Policies and Procedures for fundraising activities. Please take a moment to review these policies and procedures.
- An Auxiliary Event proposal form. This form should be completed and returned to Colleen Yoo at the JDRF office as soon as possible.
- An Auxiliary Event Signed Agreement form. This form should be completed and returned to Jenna McCroskey at the JDRF office as soon as possible. Once it is completed and signed, a copy will be scanned and sent to you for your own file.
- Sample fundraising and acknowledgement letters. These are to serve as a guide for your fundraising.
- Some tips for getting started!

Please notify our chapter office in advance of your event so we can best field inquiries and update our records.

Thank You for Your Support!

WHAT IS THE JUVENILE DIABETES RESEARCH FOUNDATION?

Juvenile Diabetes Research Foundation is an organization driven by a single goal: to find a cure for diabetes and its complications through the support of research.

Since its founding in 1970 by parents of children with type 1 diabetes, JDRF has awarded more than \$1.3 billion to diabetes research, including more than \$156 million in FY2008. In FY2008 the Foundation funded more than 1,000 centers, grants and fellowships in 22 countries.

The Illinois Chapter is one of the largest of JDRF International's 100 Chapters. The chapter contributes more than \$14 million annually to diabetes research and provides information and support to newly diagnosed individuals and their families.

DIABETES

Diabetes is devastating, and it never goes away. Approximately 24 million Americans struggle with this disease. More than 15,000 children are diagnosed with type 1 diabetes in the U.S. each year.

Diabetes strikes suddenly, lasts a lifetime and carries the threat of serious complications. It is a complex disease caused by the autoimmune destruction of the insulin-producing cells in the pancreas. Insulin is the hormone that converts the food we eat into energy; without it, the body's cells basically starve to death.

There are two types of diabetes: type 1 (juvenile) and type 2 (maturity-onset). Juvenile diabetes, the more severe form of the disease, predominantly strikes children (although it can and does strike adults as well). To stay alive, people with type 1 diabetes must test their blood at least six times a day and administer multiple insulin injections.

But injected insulin is not a cure and does not prevent the disease's deadly effects: kidney failure, blindness, nerve damage, amputation, heart attack and stroke.

A COMMITMENT TO RESEARCH

The Juvenile Diabetes Research Foundation's sole function is to support research to find a cure for juvenile diabetes soon. *Each year it spends almost as much on type 1 research as do the National Institutes of Health. And through its influence with government and the research community, JDRF leverages its money in ways that currently result in \$2.5 billion going into type 1 research annually.*

JDRF is the only diabetes organization devoted 100 percent to funding research, and it does so efficiently. More than 85 cents of every dollar raised goes to research and research education.

Has it made a difference?

Yes. Researchers are closer than ever to eradicating juvenile diabetes. Exciting developments in insulin-producing cell transplantation, diabetes prevention and the treatment and prevention of complications have taken us to the brink of curing this terrible disease.

POLICIES AND PROCEDURES FOR AUXILIARY EVENTS

*Be sure that the JDRF office has all pertinent information about your event. This will help us field calls from the public and ensure we are giving them the correct information. However, the JDRF office telephone number and address cannot be the primary contact for your event. As an auxiliary partner you need to be the primary contact.

For all auxiliary fundraising events, JDRF Illinois can provide:

- Brochures, pamphlets and other information promoting and explaining JDRF. Please let us know as far in advance as possible if you would like copies of these materials and the quantity that you will need.
- JDRF logo usage. All logo usage must be approved by JDRF Illinois.
- As regulations for charitable organizations apply, JDRF will respond to all donations with a written acknowledgement for the donors' tax purposes that details the maximum tax deduction allowable after donor benefits. Please note: any items solicited by you, as the auxiliary partner, for an auction or a raffle **cannot** be acknowledged by JDRF. The items are typically known as in kind donations.

JDRF policies:

- JDRF cannot accept money from an event where the primary source of income or central activity is the sale of liquor, firearms or tobacco.
- JDRF cannot make any investment, pay for or reimburse any expenses incurred as a result of an auxiliary event. This means you must pay all expenses prior to remitting the net proceeds to JDRF.
- Depending on the location of your event, you may consider obtaining liability insurance. Please note that JDRF's insurance policy does not cover auxiliary events.
- If your event involves a raffle or other type of gambling activity, or if you plan to sell or serve alcohol at your event, you may be required to obtain a license from the state of Illinois. Contact the Illinois Department of Revenue for more information.

If you are fundraising for the Ron Santo Walk to Cure Diabetes, please contact that walk manager for your walk site.

AUXILIARY PARTNER PROPOSAL FORM

Name of Person/ Group sponsoring the Fundraiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Contact Person's Address (if different from above): _____

Phone (day): _____ Fax: _____

Phone (evening): _____

Email address: _____

Please give a brief description of the event: _____

Date and time of the event: _____

Location of event: _____

Will there be any publicity for this event? If so, please describe: _____

Estimated Number of Attendees/Participants: _____

How will the money be raised (pledges, sponsorships, entrance fees, donations, etc.)? _____

Please describe what assistance, if any, you are requesting from JDRF staff and/or volunteers:

How much do you expect to donate to JDRF from your event? _____

Signed Agreement

As an organizer of a Third Party Fundraising Event benefitting the Juvenile Diabetes Research Foundation, I /we have read this Policies and Procedures Agreement and agree to its terms and conditions and I/we agree to follow the rules contained in the approved Third Party Fundraising Event Proposal for our event.

Event Name: _____

Organization Name: _____

Organizer Name: _____

Organizer Address: _____

Organizer: _____

Phone No. _____ Fax No. _____ E-mail _____

Signature: _____ Date: _____

Approved by Chapter Executive Director:

Signature: _____ Date: _____

Indemnity

Organizer of the Event agrees to indemnify and hold harmless JDRF, its affiliates, officers, employees, agents, representatives, contractors and licensees from and against all claims, losses, damages, liabilities and expenses, including reasonable attorney’s fees, arising out of or occasioned by any act or omission of event organizer, or its officers, partners, employees, agents, volunteers, contractors, licensees, guests, invitees, or attendees, in connection with the Third Party Fundraising Event

Please Return to:
Jenna McCroskey
Juvenile Diabetes Research Foundation
Illinois Chapter
11 S. LaSalle, Suite 1800
Chicago, IL 60603
312/ 670.0250—fax
312-670-0313
jmccroskey@jdrf.org

Sample Support Letter
“Training for the Chicago Marathon”

Date

Name

Address

City, State Zip Code

Dear Name:

This year I have decided to run the Chicago Marathon! I am running the marathon in support of my friend who has type 1 diabetes and have decided to fundraise for the Juvenile Diabetes Research Foundation (JDRF). **Insert personal story about why fundraising for JDRF is important to you.**

Since its founding in 1970 by parents of children with type 1 diabetes, JDRF has awarded more than \$1.3 billion to diabetes research, including more than \$156 million in FY2008. In FY2008 the Foundation funded more than 1,000 centers, grants and fellowships in 22 countries. JDRF Illinois, the largest grossing chapter, contributes to the research fund through events and grass roots efforts. Along with fundraising efforts, the Illinois chapter strives to educate and provide support for type 1 diabetics and their families. For more information on JDRF Illinois, please visit www.jdrfillinois.org.

To make a donation in support of my marathon run, please mail checks payable to “JDRF” to:

Juvenile Diabetes Research Foundation
11 S. LaSalle, Suite 1800
Chicago, IL 60603

To make a donation online, please visit www.jdrfillinois.org. Click on “Donate Now” and in the special instructions box please type my name.

Thank you again for supporting the mission of JDRF to find a cure for diabetes and its complications. I hope to see you on **Sunday, October 11, 2009**.

Sincerely,

Your name

Getting Started – Your Event Plan

- 1. Pick a date:** Choose any date that works for you and your friends and family. Please inform the JDRF Illinois Chapter office as soon as possible so we can add it to our calendar.
- 2. Fill out your JDRF Events paperwork:** Auxiliary Partner form and Auxiliary Partner signed agreement.
- 3. Design your flyers, ask JDRF for logo and logo guidelines.**
- 4. Send out e-mail blasts and letters to your supporters!**
- 5. Host your event.**
- 6. Submit all checks to JDRF within one month of your event:** JDRF will send tax acknowledgement letters to all of your donors that wrote checks out directly to JDRF.
- 7. Thank your donors:** If you need help, please don't hesitate to contact JDRF for support. We can work with you to help you come up with a great template for you to use! We have included a sample "thank you" note in this packet for your use! Donors are always happy to receive a personal note thanking them for their gift.
- 8. Be proud of your accomplishment!** Every dollar you raised will support JDRF's continued research to find a cure for diabetes and its complications.

Sample “Thank You” Letter

Date

Name

Address

City, State Zip Code

Dear Name:

Thank you for your support of **EVENT NAME**, an event that benefited the Juvenile Diabetes Research Foundation. Thanks to you, our event was a complete success. We raised **\$XXXX.XX** in total to support research to find a cure for diabetes and its complications!

JDRF has been a part of my life for **XX** of years. Tell your story and why it is important to you!

Once again, thank you for your support of **EVENT NAME**.

Sincerely,

Your Name

Other “Thank You” Ideas:

- Handwrite this note into a notecard or postcard. It does not have to be sent in the form of a letter.
- Send out a “thank you” e-mail if it is easier.
- Remember, if you thank your donors the after your first event, they are more likely to donate if you host your event again.
- If you have a large event with many anonymous donors like a garage sale, don’t hesitate to put up a large “Thank You” sign in the front yard 😊